



CreditOne
**Charleston
Open**



INTRODUCTION & OVERVIEW



1 THE EVENT

Credit One Charleston Open

2 THE VENUE

Credit One Stadium

3 THE OPPORTUNITY

A Fully Integrated Sponsorship





2022 & 2023 TOURNAMENT OF THE YEAR

“

The Charleston team have been in the truest sense of the word transformational for all commercial and community partners associated with the Credit One Charleston Open

Charleston should serve as the template – **the gold standard for tournaments of all sizes and stripes** as to what can be achieved and what must be required to elevate the sport.

”

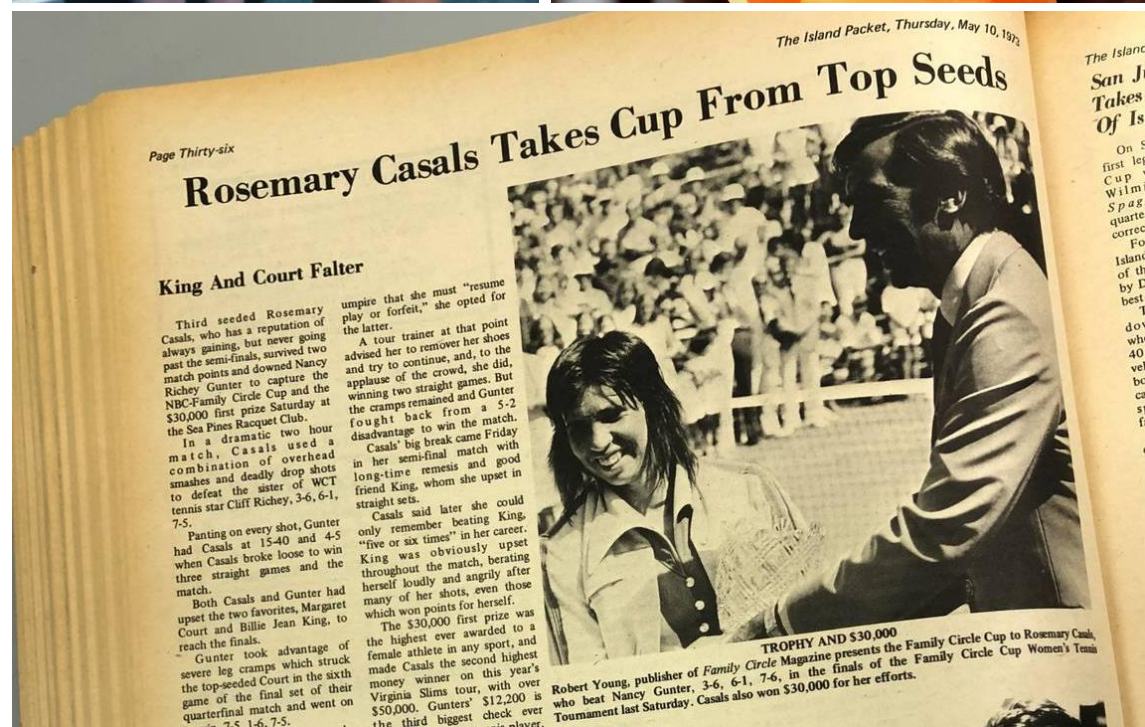
– *Ken Solomon, President of the Tennis Channel*



A Pioneer in Women's Tennis

The Credit One Charleston Open has grown into the **largest women's only professional tennis event in North America**, standing as a beacon of empowerment, opportunity, and fierce competition. As both a premier destination and a launchpad for WTA's rising stars, it has firmly cemented itself as a hallmark of women's tennis.

Since its inception in 1973, the Charleston Open has been much more than just a tennis tournament. It's been a trendsetter, a catalyst for change in women's sports, and a milestone maker, **proudly standing as:**



The first women's only tennis event broadcasted nationally



The first women's only tennis event to reach \$100,000 and \$1,000,000 in prize money

Television & Digital Streaming



26.8M

Total Audience

+18.2%

\$72.8M

Net Sponsorship Value

7,244HRS

Total Brand Exposure

+0.2%

14.2M

Linear TV Audience

+4.3%

12.6M*

Digital Streaming Audience

+39.1%

3,985

Linear TV Broadcast Hours

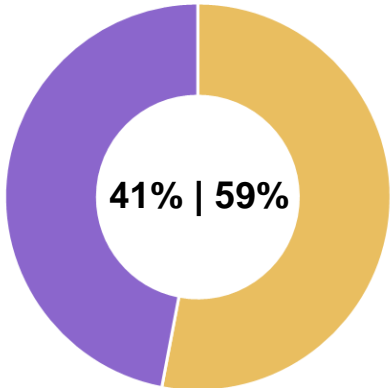
+2.3%

145

Number of Markets

+7.6%

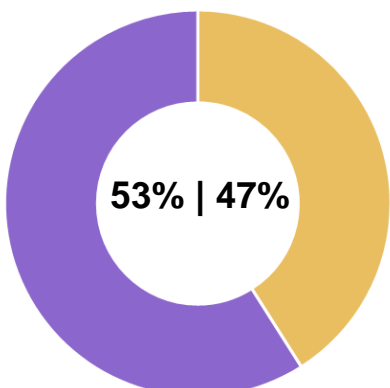
Global TV Demographics



Female

Male

United States TV Demographics



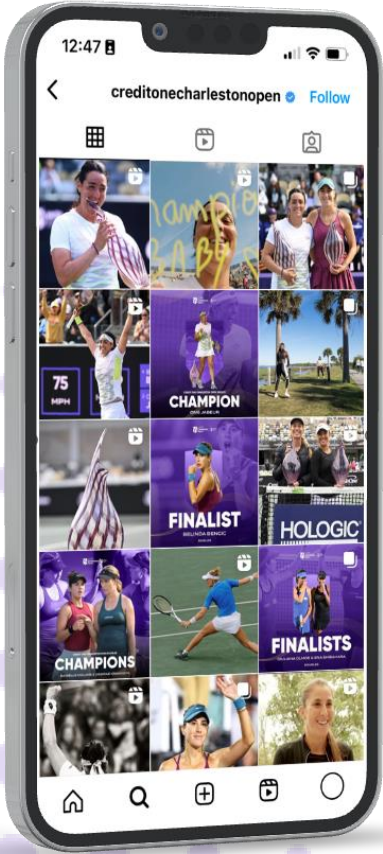
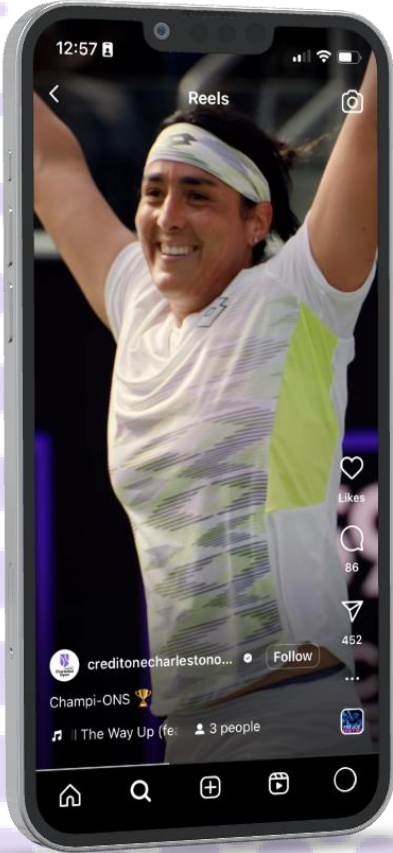
Female

Male

*2023 data represents highest number in event history

Data Provided by YouGovSport Credit One Charleston Open/WTAReport 2023

Social Media Engagement



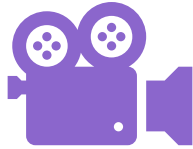
6,498,206
Total Impressions
(All Platforms)

+18%



375,078
Total Engagement
(All Platforms)

+75%



2,884
Total Video Views
(All Platforms)

+67%



126 Posts → 1,904,701 Impressions



316 Posts → 1,976,620 Impressions



307 Posts → 2,616,705 Impressions

2023 Player Field

6

Past Champions

Daria Kasatkina, Belinda Bencic, Veronika Kudermetova, Madison Keys, Sloane Stephens, & Sabine Lisicki

4

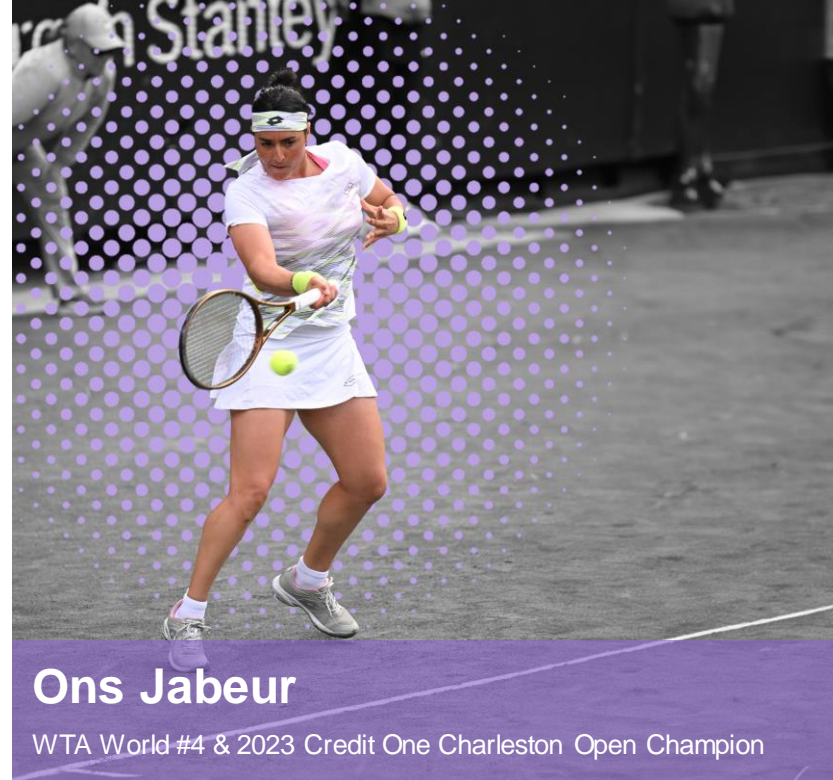
Grand Slam Champions

Aryna Sabalenka, Sophia Kenin, Sloane Stephens, & Jelena Ostapenko

4

Top Ten Ranked Players

Ons Jabeur, Jessica Pegula, Daria Kasatkina, & Belinda Bencic



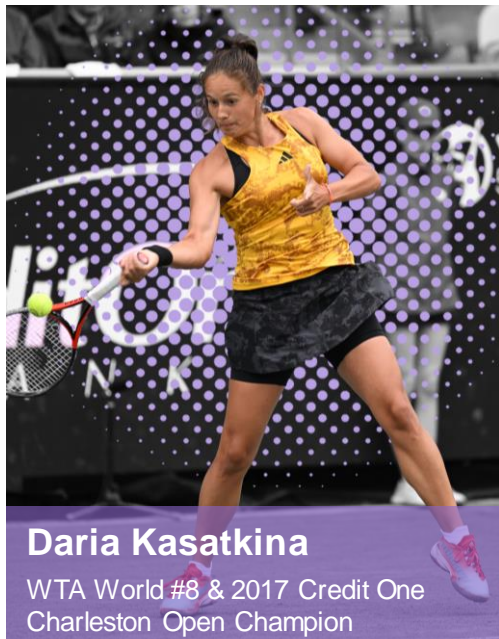
Ons Jabeur

WTA World #4 & 2023 Credit One Charleston Open Champion



Jessica Pegula

WTA World #3



Daria Kasatkina

WTA World #8 & 2017 Credit One Charleston Open Champion



Belinda Bencic

WTA World #9 & 2022 Credit One Charleston Open Champion



Veronika Kudermetova

WTA World #11 & 2021 Credit One Charleston Open Champion

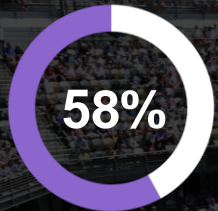


Madison Keys

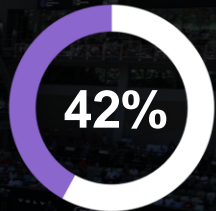
WTA World #20 & 2019 Credit One Charleston Open Champion

Attendance Demographics

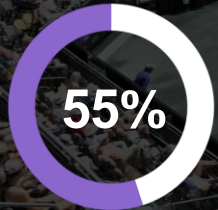
85,000+ Fans
Across 9 days of tennis



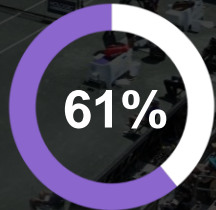
of our fans
are female



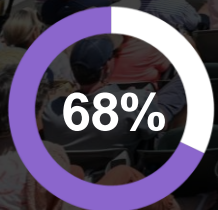
of our fans
are male



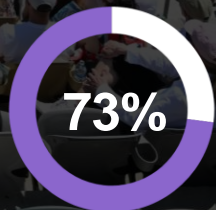
of our fans are
between 25-54



of our fans have
at least one child



of our fans hold at
least a bachelor's
degree



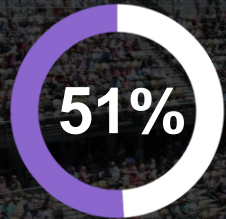
of our fans' household
income is greater than \$75K

Data Provided by Ticketmaster



Ticketing

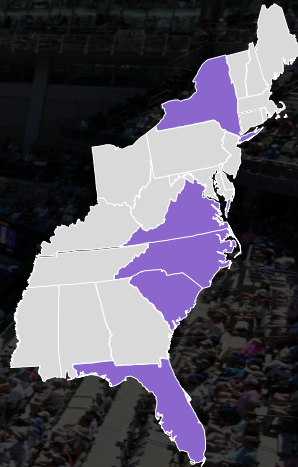
15% 
Total Revenue



Ticket holders
from SC


Top 5 States

1. South Carolina
2. North Carolina
3. Florida
4. Virginia
5. New York

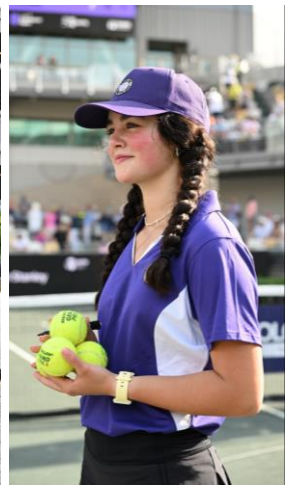


Data Provided by Ticketmaster

Food & Beverage

30% 
Total
Revenue

15% 
Total POS
Locations



New Brand Partnerships

Junior Match Score

| | |
|--------------------|-----|
| JESPERGA vs PEGULA | 6 7 |
| RAULACSI vs BADOJA | 3 6 |



Junior Match Score

| | |
|--------------------|-----|
| JESPERGA vs PEGULA | 6 7 |
| RAULACSI vs BADOJA | 3 6 |



Morgan Stanley



27% 
Increase over 2022

1

THE EVENT

Credit One Charleston Open

2

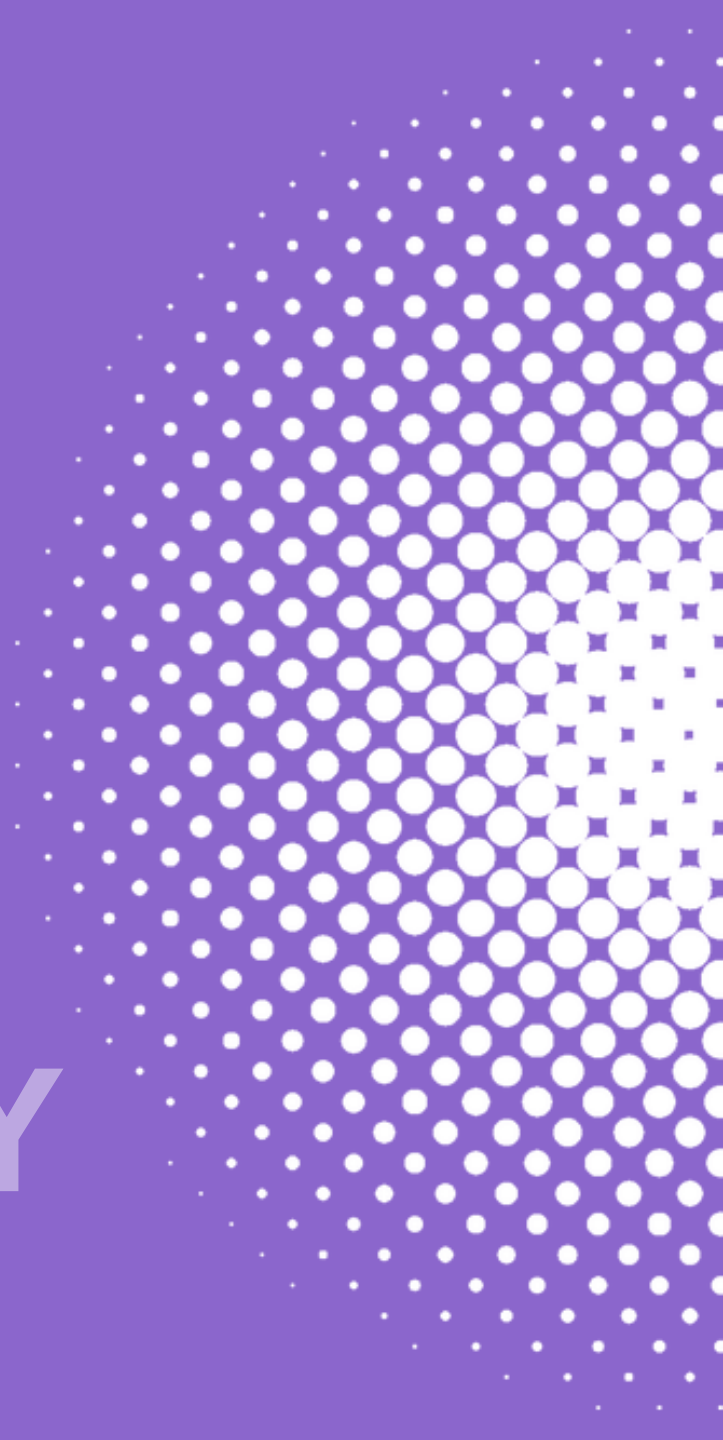
THE VENUE

Credit One Stadium

3

THE OPPORTUNITY

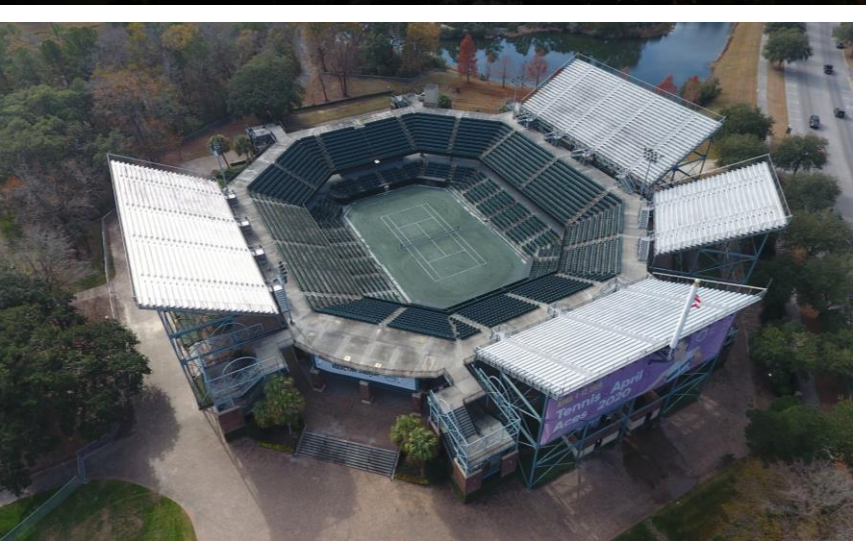
A Fully Integrated Sponsorship



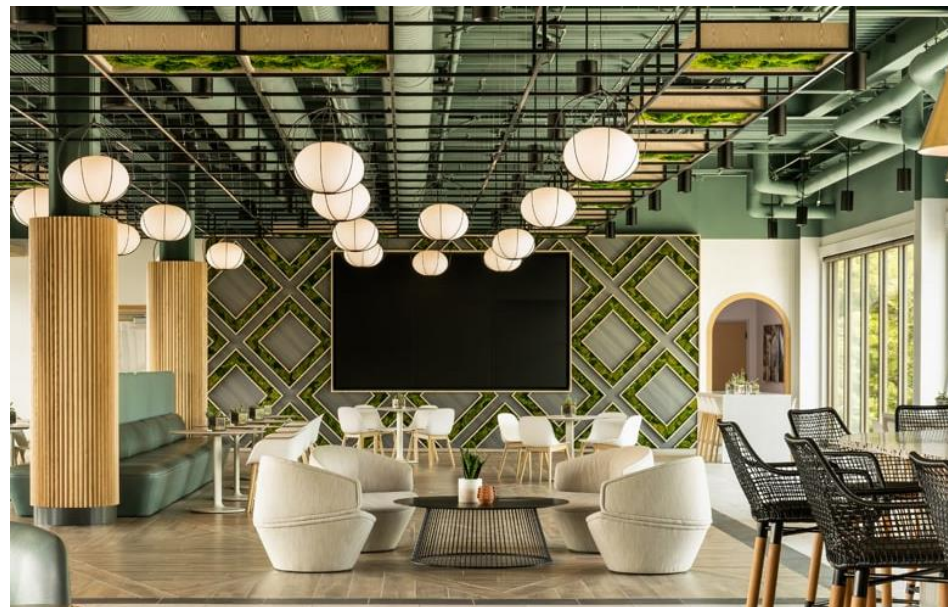
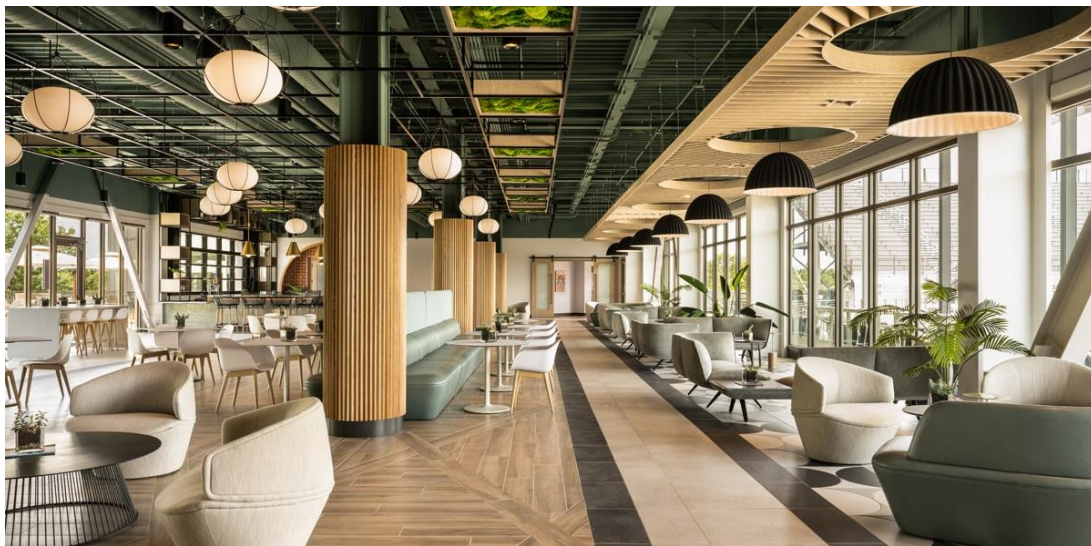
The Renovation

April 2022 marked a historic moment as we proudly unveiled the newly renovated Credit One Stadium. The project has turned what was once an aging structure into a state-of-the-art, standard-setting venue.

- Seating capacity expanded from 7,500 to 11,000
- Added 16 permanent suites
- 75,000 ft² multi-use stage house with a 200-person VIP Club, F&B operations, player services, and broadcast + stadium production



The Club



Suites



Player Areas



2022 Pollstar Top 100 Stadiums

No. 1

allegiant stadium

Las Vegas, NV

No. 8

WEMBLEY

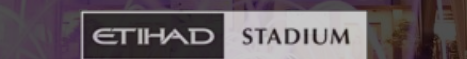
London, UK

No. 22

Mercedes-Benz
STADIUM

Atlanta, GA

No. 42

ETIHAD STADIUM

Manchester, UK

No. 58

CreditOne
STADIUM

Charleston, SC

No. 63

State Farm
STADIUM

Phoenix, AZ

No. 79

CITIFIELD

New York, NY

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A Fully Integrated Sponsorship



Branding & Exposure

Digital & Social

Traditional Media

Hospitality Zones



Experiential

Event Marketing

Promotion

Advertising





We can't wait to see you
March 30 – April 7, 2024

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